



In Partnership With:
Peoria County Government & City of Peoria Department of Public Works

Effective Outreach and Education Tactics

Teaming up to Launch
Recycle Coach in Peoria
County and the City of Peoria



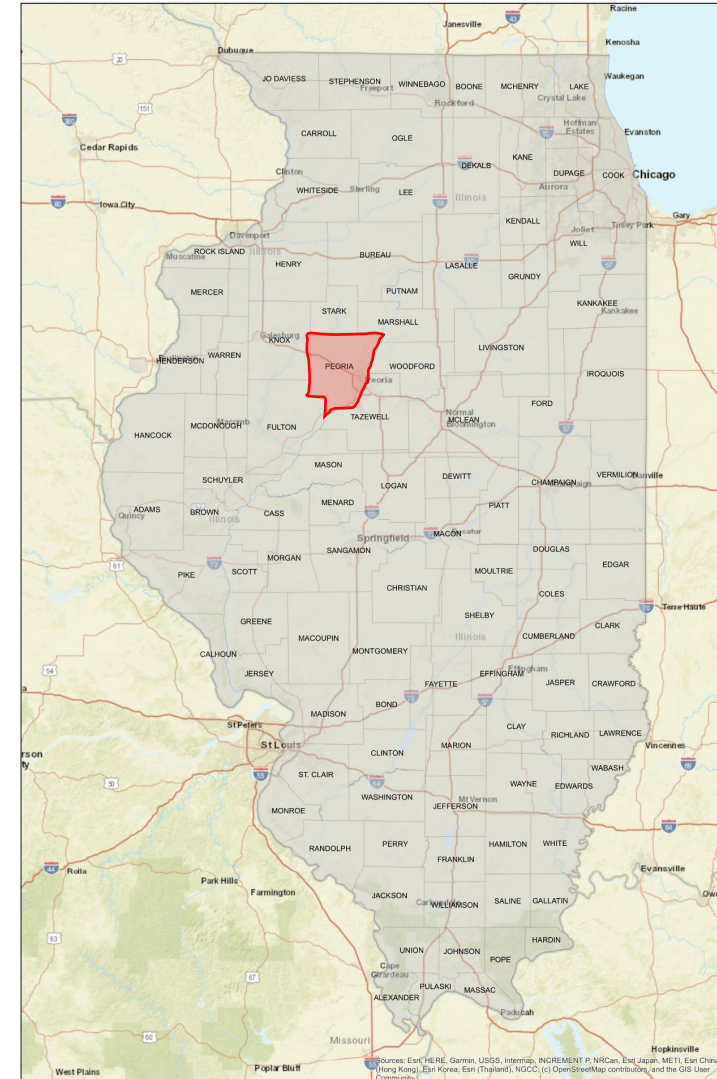
October 14, 2025

Marissa Michalkiewicz, Foth and
Becca Cottrell, Peoria County



A Little Bit About Peoria County

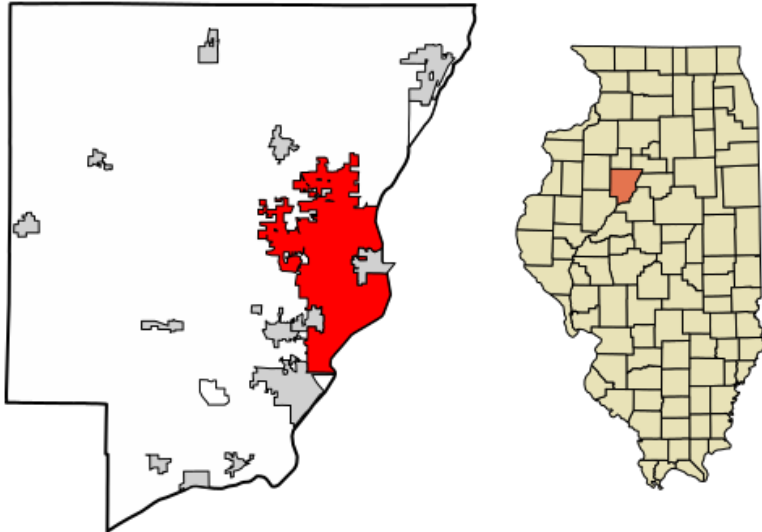
- ◆ General Information
 - Population: **181,830**
 - 4 cities and 10 villages
 - Landfill is jointly owned with City
- ◆ Other Solid Waste and Recycling programmatic notes
 - Municipal contracts
 - Many privatized collection sites
 - County and IEPA sponsored collections



A Little Bit About Peoria, IL

◆ General Information

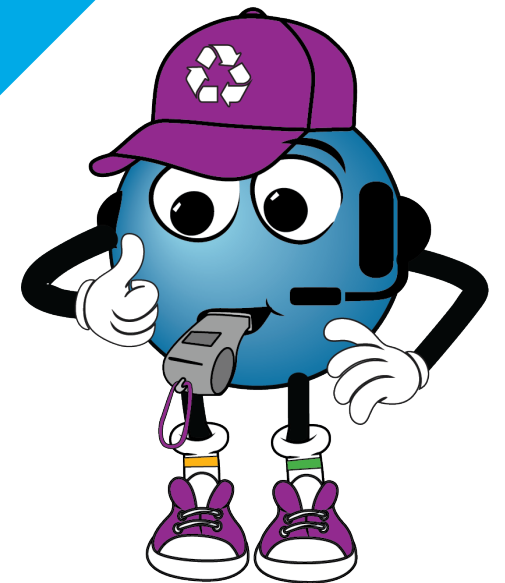
- Population: **113,317**
- Solid Waste and Recycling Residential collection goes to approximately 39,000 residents



◆ Foth and Peoria

- Foth has assisted the City/County Landfill **since it opened in 1975** – 2nd cell in 1998, part of the planning for 3rd cell
- 2016 – Foth began assisting the Public Works Department with management of recycling, yard waste, and trash related projects, outreach supported by subcontract with MOD
- 2024-2025 – Foth took on full development of outreach and education services, all in-house

Introducing Recycle Coach to Peoria County and City of Peoria



Why Recycle Coach? Why Now?



◆ County Perspective

- Considered the program in 2018 following EAC lead
- Tried many GIS supported maps for recycling guide, but couldn't come close to **15,000 searchable items**
- Quickly jumped on board when announced at no cost to counties



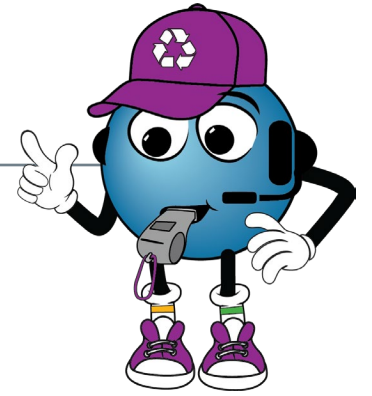
◆ City Perspective

- Residents' responses to survey indicated **need for more recycling education**
- **User friendly** platform, easily embedded on website
- **No cost** thanks to Illinois EPA partnership announcement on January 16, 2025



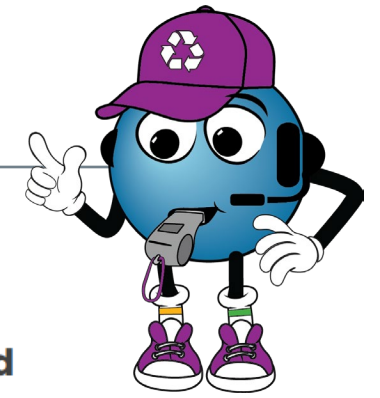
Recycle Coach Implementation Process

Peoria County Implementation of Recycle Coach



- ◆ Summer 2024 – announcement at IRF conference
- ◆ Summer intern added all the depots and accepted materials
- ◆ Spring of 2025 – intern picked up the launch
- ◆ Worked with City for a Joint Press Release
- ◆ County is uploading for other cities and villages


City of Peoria Implementation of Recycle Coach





- ◆ March 2025 – Foth and City attended Recycle Coach onboarding session
- ◆ April 2025 – received Onboarding Wizard Link from Recycle Coach
 - Met with County to align on details
 - Went live on City's website
- ◆ May 2025 – issued Joint Press Release with County
- ◆ August 2025 – officially debut Recycle Coach on Facebook




Phase 1 – Onboarding Wizard

Contact Information 
Completed

Pick-up Programs 
Completed

Calendar 
Completed

Drop-off Programs 
Completed

Material Allocation 
Completed

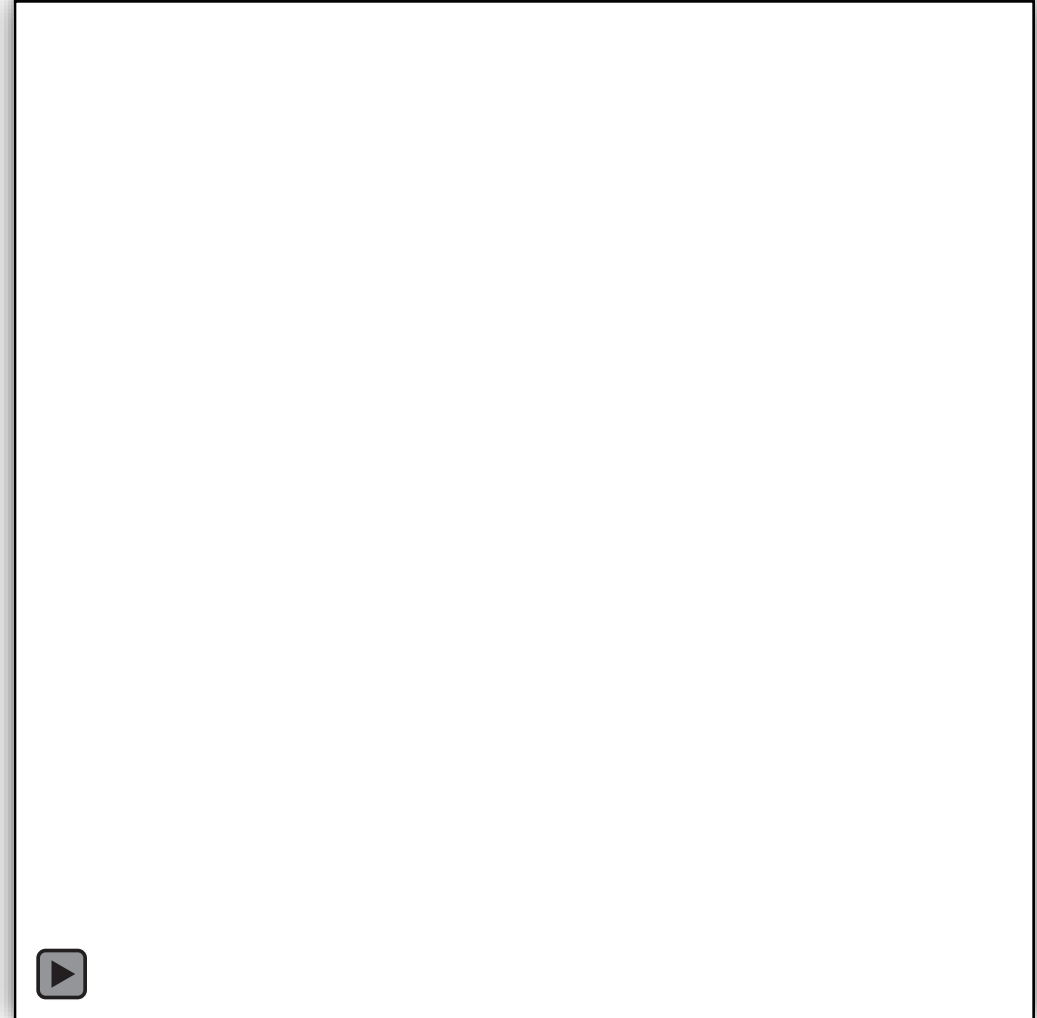
Upload Address Database 
Completed

Promoting Recycle Coach to Peoria Residents



Launching Recycle Coach in City of Peoria

1. Joint **press release** with County
2. Added widget to **City's website**
3. Created new recycling and solid waste **guide** for City
 - **QR code** to website widget
 - Custom character for Recycle Coach
4. Multiple **Facebook** posts
5. Tabled at local events
 - Public Works Open House
 - Peoria Chiefs Baseball Game



Handouts and Printable Resources

- ◆ Distributed **physical copies** throughout City
- ◆ Added links to City's website pages with printable version
 - Can include link in e-newsletters, emails, social media posts, etc.

Recycling Calendars

[Recycling Calendar A 2025](#)

[Recycling Calendar B 2025](#)

Peoria Picks Up Guide

[Know before you throw -- a guide for all things recycling, yard waste, and trash](#)

I Need A Trash Cart

[Sign up for a Trash Cart](#). Each household is allowed one trash cart.

[HOME](#) | [CITY DEPARTMENTS](#) | [PUBLIC WORKS DEPARTMENT](#) | [YES, PEORIA PICKS UP!](#) | [RECYCLING](#)

Recycling

1. What can and can't I recycle?

The City of Peoria offers single-stream recycling, which means there's no need to sort materials. All acceptable materials can be put directly into your recycling cart. Simply make sure they are empty and rinsed out. [A printable version of the image below, along with the entire Peoria Picks Up Guide, can be found here.](#)



Utilizing Social Media



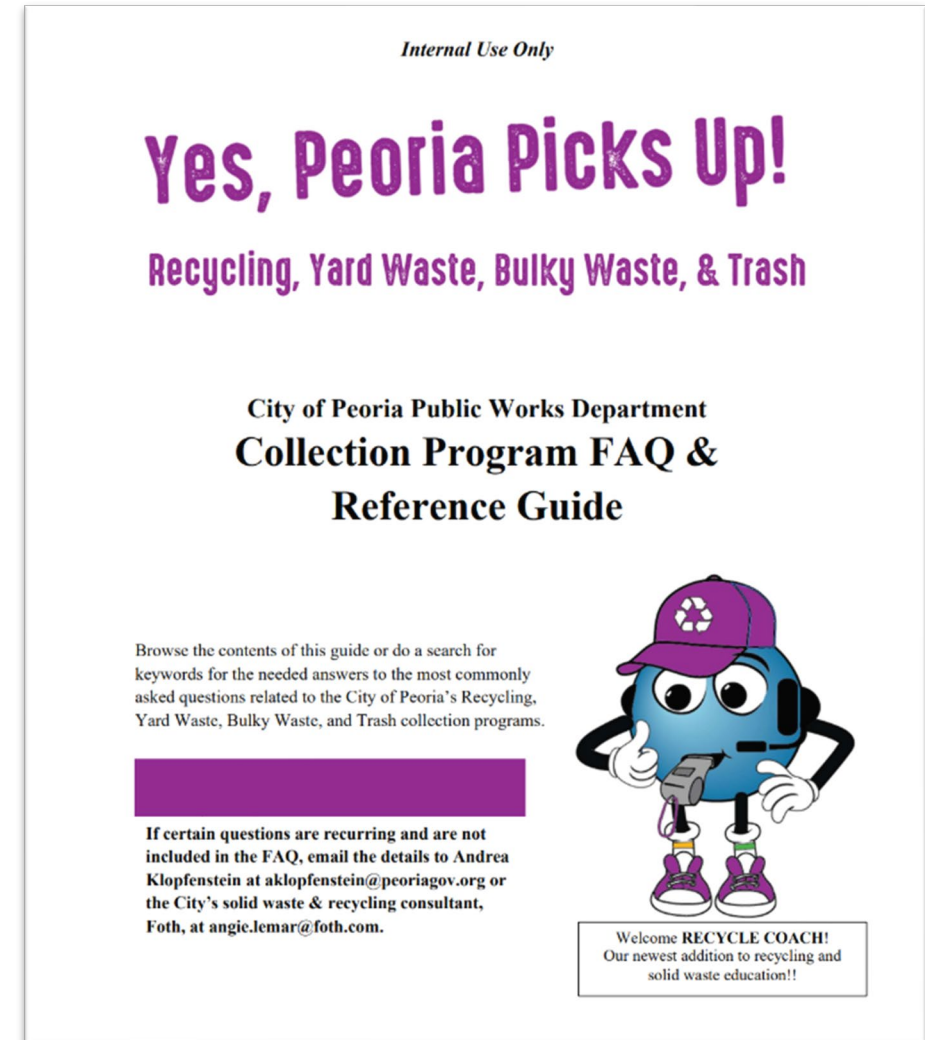
The image shows a promotional graphic for the 'Recycle Coach' website. At the top, it says 'INTRODUCING RECYCLE COACH!' in large, bold, white letters on a purple background. Below this is a screenshot of the website's interface. The website has a dark blue header with 'Trash and Recycling Information', a bell icon, a 'Report a Problem' button, and a language dropdown set to 'English'. There are three tabs: 'My Schedule', 'What Goes Where', and 'Discovery Zone'. A search bar is present with the placeholder text 'What goes where? (e.g., Styrofoam)' and a 'Search' button. Below the search bar, there is a QR code and a message: 'We've been taught to recycle. Now it's time to learn to recycle correctly. Download the Recycle Coach app.' At the bottom of the website screenshot, there are links for 'Material List', 'User Agreement', and 'Privacy Policy'. To the right of the website screenshot, there is a text box that says 'Have questions about what you can and cannot recycle? Forget when your collection day is? ASK THE COACH!'. Below this text is a cartoon character of a blue robot wearing a purple cap with a recycling symbol, a headset, and purple sneakers, holding a walkie-talkie. The City of Peoria logo is in the top right corner. At the bottom of the graphic, it says 'Available at PeoriaPicksUp.com'.



- ◆ Debut on Peoria Public Works Facebook page
- ◆ **Boosted** Recycle Coach animated Facebook post

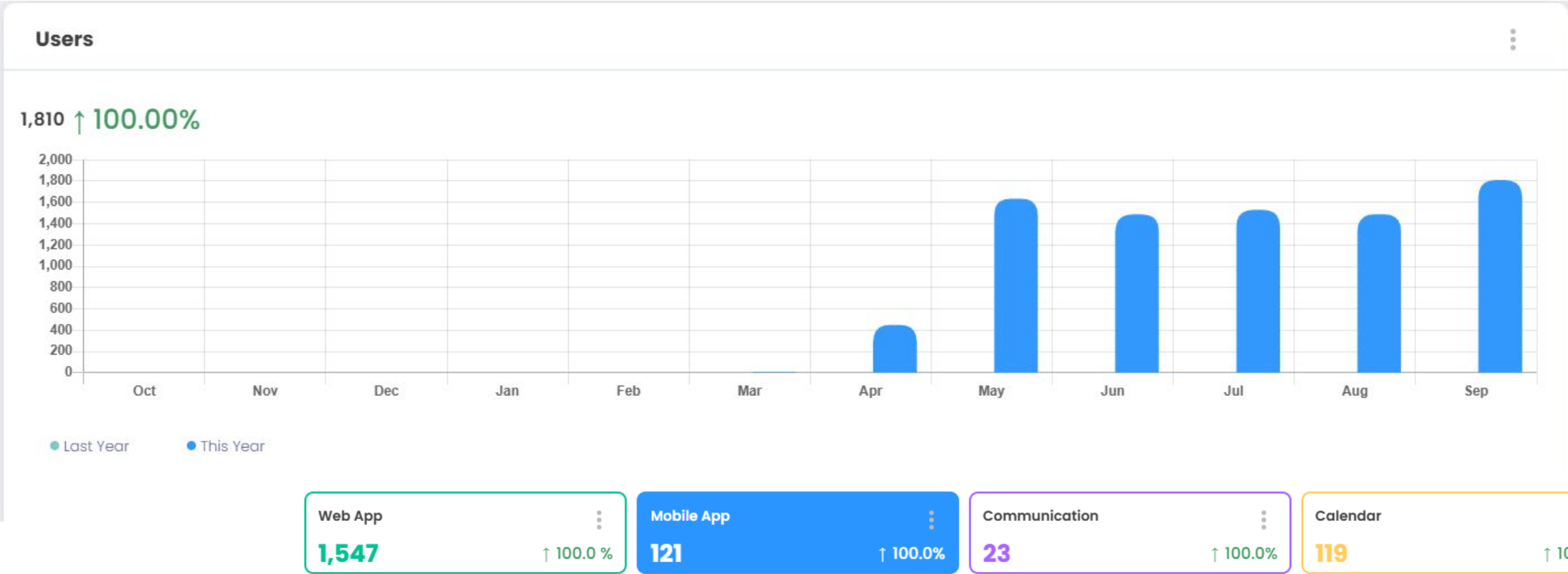
Continuing to Spread the Word

- ◆ Connect at the **County and Municipal** level
 - Connect with other City Departments
 - Anyone who interacts with residents can distribute information
 - Connect with other community organizations
- ◆ Include promotions in **existing County/City distributions**
 - Quarterly newsletters
 - Property tax bills



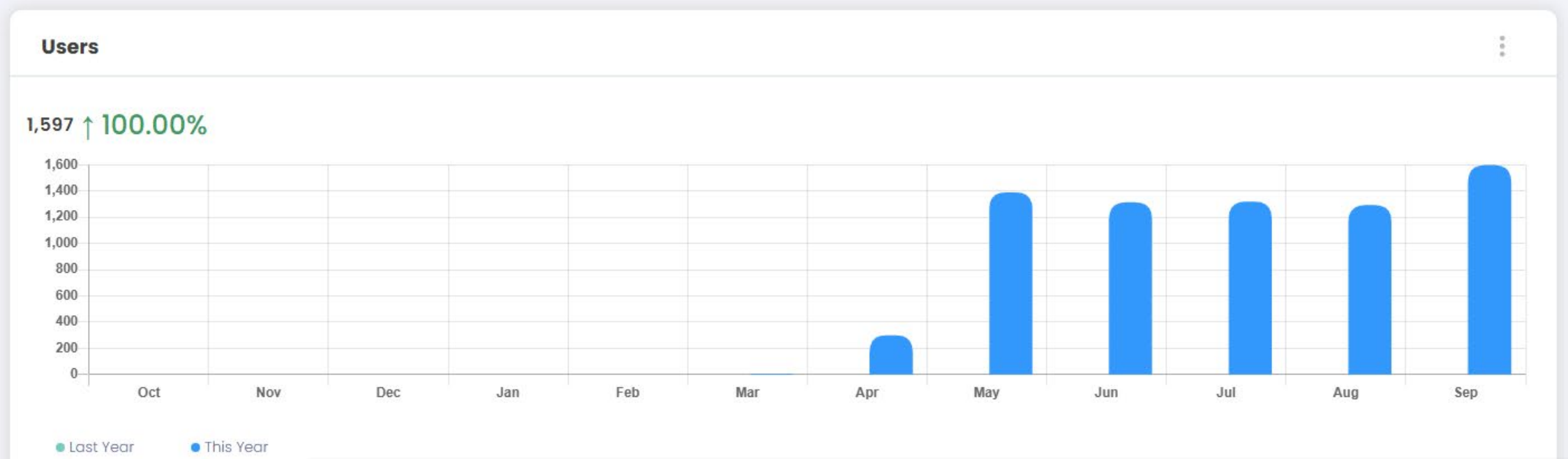
Recycle Coach Results

Peoria County YTD Results



○ LAST YEAR
○ THIS YEAR

City of Peoria YTD Results



Participation Method

Web App 1,362 ↑ 100.0 %	Mobile App 100 ↑ 100.0%	Communication 21 ↑ 100.0%	Calendar 114 ↑ 100.0%
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Questions & Answers

